

INNOVATIVE POTENTIAL AS A COMPONENT OF DEVELOPMENT OF THE ECONOMY OF THE COUNTRY

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SUMMARY

The article is devoted to topical problems of evaluation and management of innovative development of the state at the regional level due to the formation of the components of the state innovative capacity assessment. Analyzed the objective conditions and causes of the problem situations in the economy and set objectives to ensure intellectual resource of the process of development of economic systems. The directions of development of innovative potential of Ukraine and its regions are taken into account, taking into account foreign experience, which made it possible to offer basic approaches to improving methodological support of identification of the current state of innovative potential of economic systems of state and regional levels of government.

INTRODUCTION

Nowadays economic development of the leading countries of the world depends in a greater degree not on the availability, volume and level of acquisition of material production resources, finances and lands used, but on the availability and level of innovation developments, as well as the intensity of their implementation in the national economy.

The transition to an innovative type of economy is of great importance for the overall development of the national economy. But at the same time, this process opens not only promising opportunities, but also creates certain difficulties and problems in the way of its realization.

In such conditions, the efficiency, reliability and safety of the functioning of innovation development management mechanisms become of particular importance, which in turn requires the mobilization of scientific and technical, social and economic, humanitarian and intellectual potentials, the awareness of the society of the urgency and importance of these tasks, ensuring active communication of government and society.

Activation of innovation activity is a prerequisite for further qualitative and quantitative development of the national economy, and in this context, the development and establishment of a powerful innovative potential in the country as one of the factors of economic growth become important independent value.

To date, there has been no significant development of the national innovation system in Ukraine. Since 2000, the share of innovation-driven business entities has fluctuated annually within the range of 8-15% of their total. In 2018, Ukraine ranked below the average with a global innovation index and ranked 43rd among 126 countries in the world

This state of development of the national innovation system is closely linked to the lack of methodological support for managing the development of its innovation potential.

1. ANALYSIS OF RECENT RESEARCHES AND PUBLICATIONS

There are significant developments in research into the nature and role of innovation potential and the technologies used at national and regional levels. Famous scientists such as E. Brooking, P. Drucker, L. Edvinson, M. Castells, M. Malone, P. Samuelson, B. Santo, R. Solow, and F. Hayek have made a significant contribution to this problem. The national school of research on management of development of innovative potential of the country and its regions was created by the works of: L. Antonyuk, V. Heitz, M. Kizim, O. Lapko, I. Matyushenko, P. Pereva, V. Semynozhenko, whose scientific works cover issues of scientific and technical policy, transfer of innovative technologies, determination of potential and factors of influence on innovative development of economic systems. Further research addresses such undisclosed issues as the link between intellectual capital and mechanisms for managing innovation development, and evaluating the innovative potential of the state. The presence of a complex of under-researched problems has determined the relevance of the material outlined in this scientific study.

2. THE ESSENCE OF INNOVATIVE POTENTIAL

The essence of the innovation of the economy lies in the transition of the latter to an intensive type of extended reproduction, which is based on scientific and technological progress and innovation as factors that ensure the competitive advantages of socio-economic systems.

The need to develop an innovative component of the Ukrainian economy has been repeatedly confirmed in the writings of domestic scientists and official government documents. However, according to international rankings, which assess innovation potential, technological and innovative competitiveness, Ukraine's position looks rather weak. Based on current global trends, it is possible to determine that in our time the leaders in development are those countries where the emphasis is placed on such basic production resources as knowledge, intelligence, innovative programs, information technologies and high technologies. With full confidence such potential could be defined as "innovation potential", which became a conceptual reflection of the phenomenon of innovation activity.

Innovative potential reflects the ability of the economy and industrial complexes of the regions of the country to change their parameters for the rational use of available economic opportunities aimed at a qualitatively new level of development.

The current period of the Ukrainian economy requires the active participation of the entire national system of intellectual resources. These resources need to be identified, evaluated and disclosed in order to make effective use of their potential in practical economic activities. The current world experience should also be used in the context of Ukrainian reforms.

In the United States and Europe (France, Spain, Slovenia, Poland, Germany, Bulgaria), the effective use of intellectual capital is seen as a strategic factor for enhancing innovation through capacity building. In these countries, it is widespread to undertake measures to assess the intellectual capital of business entities engaged in various types of economic activity. This assessment is part of the process and process technology of managing intellectual capital development. In the countries under consideration, intellectual capital significantly influences the formation and efficient use of innovative potential, which is envisaged as one of the main goals of creating national innovation systems and building the institutional and infrastructural support for its functioning.

Its effective use depends on the level of action of the organizational and institutional mechanisms that contribute to the realization of innovative capabilities and capabilities. In addition, the innovation potential reflects the ability of the economy and its industrial complexes to mobilize and

change its parameters for the rational use of available economic opportunities, and is aimed at a qualitatively new level of development.

Innovation potential cannot exist at all - by itself. It must be directly linked to a specific level of a particular economic system. The innovative potential of an economic system means its different level in accordance with the level of the economic system itself. This can be a separate enterprise, industry, region, and ultimately country.

The innovative potential of an individual enterprise may be the ability to generate innovation under certain conditions, the actual development of the enterprise itself.

The innovative potential of a region can be seen as the aggregate capacity to generate, under certain conditions, the innovative development of sectors of the socio-economic system within a specific region.

The innovative potential of an industry is understood as the ability to generate, under certain conditions, the innovative development of an individual industry, respectively.

Finally, the innovative potential of a country, as a socio-economic system, accumulates all the innovation potentials of regions, industries and enterprises and, at the same time, is a wider phenomenon than their mere totality.

Much attention is paid to the issue of determining innovative potential in the scientific economic literature, but the available information does not allow for its unequivocal interpretation. The lack of a clear scientific definition of "innovative potential" as an economic category makes it difficult to make practical recommendations for the evaluation, formation and effective use of innovative potential, which negatively affects the final results of innovative activity in the country. But the vast majority of definitions are based on the use of a resource approach, thereby presenting innovation potential as a set of resources (material, intellectual, informational, scientific, technical, financial, etc.) required for innovation.

Thus, we can distinguish the main approaches to the definition of innovation potential:

- innovation potential as a set of resources that can be mobilized for innovation;
- innovation potential as an opportunity to carry out innovative activity;
- innovation potential, as the ability to innovate
- innovation potential, as a desire to continue innovation.

These approaches are complementary in that the ability to innovate implies the availability of specific opportunities, and the availability of opportunities is a prerequisite that ensures an adequate level of willingness and ability to innovate.

At the macro level, innovation potential represents the readiness of society for change and development. This readiness is based on dedicated infrastructure and mechanisms to ensure the active society's renewal, competitiveness and self-development.

So, based on the results of the conducted research on the essence and concepts of "innovation potential", we consider that the definition of innovation potential that most fully reflects its economic essence is the following: effective innovation. "

The main condition for modern development is not just the creation and enhancement of innovation potential as such, but the use of already existing innovation potential and ensuring its growth in those areas that can provide real socio-economic returns.

One of the conditions for effective management is the creation of an adequate managed information and analytical base and mechanism of its functioning, as well as recommendations for making management decisions on the development and reproduction of innovative potential.

3. EVALUATION OF INNOVATIVE POTENTIAL

Realization of the innovative potential of the national economy and ensuring its growth in order to obtain socio-economic returns is a major factor in the development of the said economic system in modern conditions. Therefore, it is important to consider the assessment of innovation potential.

The purpose of evaluating innovation potential is to identify the areas of innovation development that provide opportunities for enterprises to transition to the production of competitive products, significantly increasing their resilience and flexibility with respect to changes in the external environment.

By analyzing indicators of the innovation potential of the economic system, it is possible to:

- to carry out an adequate assessment of the state and readiness of the said system for the activation of innovative processes;
- analyze and predict development trends, identify major strengths and weaknesses;
- to prepare recommendations on the formation of an innovative strategy of the economic system and a mechanism for its implementation, which will strengthen the market position of the system;
- to form and improve information flows to increase the effectiveness of management decisions.

There are different methodological approaches in the economic literature to assess the innovation potential of different economic systems in terms of its ability to shape an innovatively active economy.

Various international organizations are developing their own systems of indicators that assess the innovation potential of the national economy.

The most commonly used practices in the world, including when comparing countries, include the following approaches to assessing innovation potential:

- technology and technology potential index (“Technology index”, World Economic Forum) as a component of the integral indicator of the country's competitiveness assessment in the global economy ;
- a system of indicators for the evaluation of innovation activity of the Commission of the European Communities (CES), which is used for comparative analysis of the evaluation of the development of innovation activity in EU countries;
- Assessment of technological competitiveness of countries, developed by the American National Science Foundation (NCF) (since 1991);
- The World Bank's Knowledge for Development (K4D) methodology, which assesses the readiness and capabilities of a country to move to an innovative development model;
- formal approaches to assessing the effectiveness of VAT developed by individual researchers, based on the author's understanding of the nature and effectiveness of the innovation system.

In his article Knyazevich A. proposes to use the Global Innovation Index (GII), developed by the INSEAD International School of Business, to evaluate national innovation potential.

Based on the normative approach of Moskvinyu O.S. has proposed a three-stage methodology for assessing innovation potential , which includes such steps as:

1. Description of the normative model of the state of innovative potential through a system of quantitative and (or) qualitative requirements for resource and performance characteristics of the potential.
2. Assessment of the actual state of innovation potential (taking into account the developed regulatory model).

3. Characterization of possible directions of strengthening of innovative potential of the region (taking into account the results of the conducted analysis).

Authors M. Kovalev and O. Shashko developed a group innovation index to evaluate the innovative potential of the region as an economic system, which includes:

- state-of-the-art indexes;
- indices that highlight the internal structure of the national innovation system, which, in turn, contains a cluster innovation potential, a complex of logistical and financial resources;
- indices that reflect the effectiveness of the innovation system in terms of the use of investment potential resources by elements of the innovation sphere and characterize the ability of these elements to interact;
- Indices that reflect the current state and dynamics of the main indicators of the national innovation system.

Based on the analysis of different approaches to the evaluation of the innovation potential of economic systems, a scientific approach to determining the state of innovation potential of the economic system has been developed:

1. Choosing the type of economic system and determining the purpose of evaluating its innovation potential.
2. Identifying the components of the system's innovation potential.
3. Substantiation of partial indicators characterizing the components of innovation potential.
4. Preliminary analysis of the innovation system.
5. Rationing of partial indicators.
6. Justification of the method of calculation of the integral index.
7. Determination of the weighting coefficients of the constituents of the integral.
8. Analysis of the received data, development of recommendations.

This approach of sequential implementation of the integral assessment action from the formation of a system of indicators to the direct analysis of data (ranking of economic entities) most fully reflects the capabilities of the evaluated innovation potential.

Thus, a comprehensive assessment of the innovation potential of the economic system involves, first, the existence of a valid and scientifically validated system of indicators, and secondly, the existence of a statistical base.

In addition, indicators of innovation potential not only determine the further development of its own economic system, but also characterize the degree of its readiness to create, develop and disseminate different types of innovations and to realize the results of innovation activities.

4. CONCLUSIONS AND RECOMMENDATIONS

The analysis of the points of view on the definition of innovation potential indicates that the vast majority of definitions are based on the use of a resource approach, thereby representing the innovation potential as a set of resources (material, intellectual, informational, scientific, technical, financial, etc.) necessary for the implementation of innovative activities. This gives grounds for considering the resource component of innovation potential, while also emphasizing its significant dependence on the level of science and technology in the country.

The directions of development of innovative potential of Ukraine taking into account foreign experience are determined, which gives an opportunity to offer the basic approaches for improvement of methodological support of identification of the current state of innovative potential of economic systems of public administration.

It is substantiated that the transitivity of the modern period, instability of the process of development further increase the attention to the economy of the knowledge type and to the

organizational and economic mechanisms of management of scientific and technological progress and innovative development.

The analytical analyzes applied to the codes of innovative development allow to allow the reliability of the use of integral, complex results for the Coefficient of innovation potential, which differ in different economic systems.

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